



Review of Preliminary Draft Plan Planning Commission, January 23

PROCESS



CAG Upcoming Meeting Agendas

January 22

February 07

February 28

Review Preliminary
Draft Plan



Workshop Central
Ideas and
Key Policies



Share, Discuss,
and Synthesize
Community
Feedback



Community
Events

Planning Commission
Meetings

Advisory Board
Meetings

Stakeholder
Meetings

Community Events



- Feb. 10
Lunar New Year
- Feb. 24
Black Joy Parade

Planning Commission



- Jan. 23
Preliminary Draft Plan
- Feb. 6
Continue Preliminary Draft Plan and open EIR Scoping Session
- Feb. 20
Continuation meeting

Advisory Board Meetings



- Feb. 4
Landmarks Board
- Feb. 13
Parks and Recreation
- Feb. 21
Bike and Pedestrian

Stakeholder Meetings



- TBD (Jan.-Feb.)
meetings with neighborhood groups, public agencies, by topic (affordable housing developers, artists, etc.)

REPORT ORGANIZATION

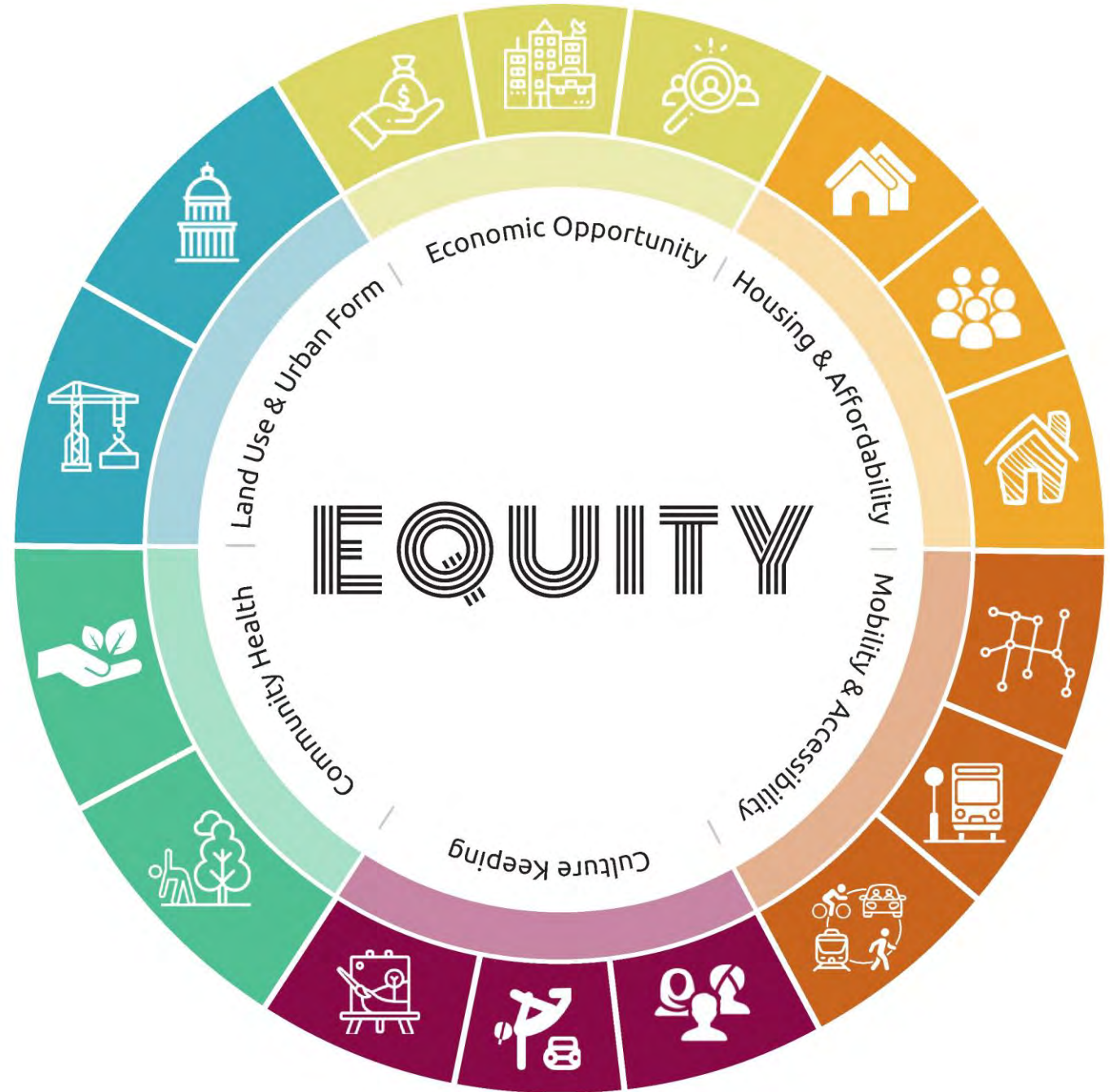
01: Economic Opportunity 81

Desired Outcomes
Existing Conditions
Economic Opportunity Framework
Supportive Policies

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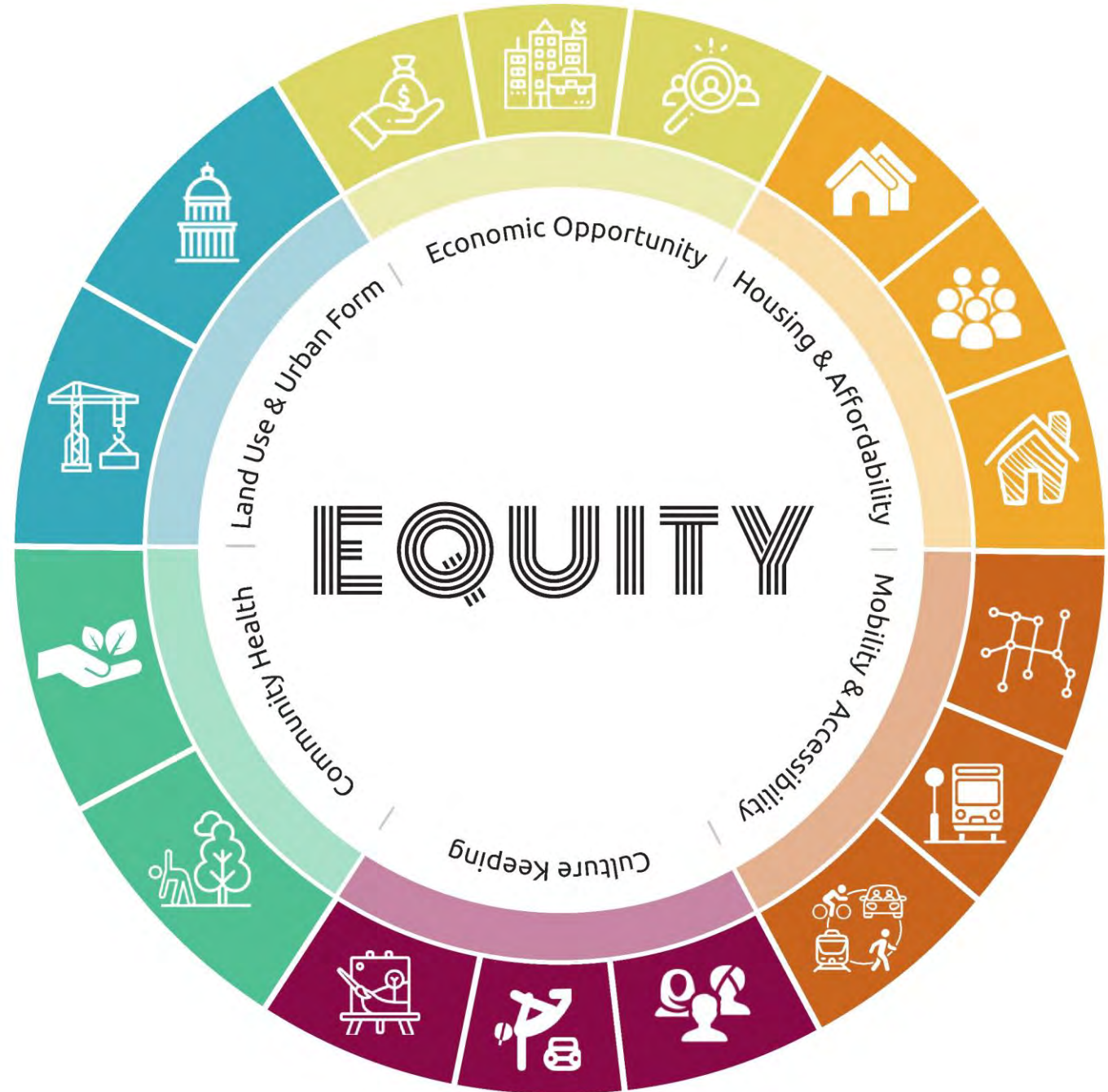
GOALS & OUTCOMES

- **Goal 01:** Create opportunities for economic growth and security for all Oaklanders.
- **Goal 02:** Ensure sufficient housing is built and retained to meet the varied needs of current and future residents.
- **Goal 03:** Make downtown's streets comfortable, safe, and inviting and improve connections to the city as a whole so that everyone has efficient and reliable access to downtown's jobs and services.



GOALS & OUTCOMES

- **Goal 04:** Allow diverse voices and forms of expression to flourish.
- **Goal 05:** Provide vibrant public spaces and a healthy environment that improve the quality of life downtown today and for generations to come.
- **Goal 06:** Develop downtown in a way that meets community needs and preserves Oakland's unique character.



PRELIMINARY DRAFT PLAN: EQUITY FRAMEWORK



Policies and Measures of Success address key disparities, by key disparity indicator:

- Housing Cost Burden
- Homelessness
- Displacement
- Disconnected Youth
- Unemployment Rate
- Median Income

Measures of Success

The measures below will help gauge the effectiveness of the Downtown Specific Plan at achieving its intended outcomes for Goal 01.

- Increases in property tax, business tax, and transient occupancy tax revenues generated in downtown (which increase revenue that funds services citywide)
- Increase in total jobs in downtown by at least 50,000 by 2040
- Increase revenue for businesses owned by women and groups historically impacted by disparities in life outcomes and women
- Increase in number of worker-owned cooperatives located in downtown
- Increase in number of nonprofit organizations led by people of color and serving at-risk youth and youth of color
- Reduction in racial disparities in median household income for existing Oakland residents
- Narrowing of the unemployment rate gap between Oakland's White residents and Black and Latinx residents over time
- Reductions in the percentage of Oakland's 16- to 24-year old Black residents and other residents of color who are neither working nor in school
- Racial and ethnic diversity of workers in downtown matches the historic ethnic and cultural composition of the city

Measures of Success

The measures below will help gauge the effectiveness of the Downtown Specific Plan at achieving its intended outcomes for Goal 02.

- 16,000 to 29,000 new housing units are created in downtown by 2040.
- As part of the overall projected housing production shown above, a certain number of income-restricted housing units are constructed or converted from market-rate to income-restricted in downtown by 2040.¹ Of these, half should be new construction and the other half preservation.²
 - **Option 1:** 4,350 income-restricted units (15% of maximum projected housing production)
 - **Option 2:** 5,800 income-restricted units (20% of maximum projected housing production)
 - **Option 3:** 7,250 income-restricted units (25% of maximum projected housing production)
- Reduction in overall housing cost burden in downtown for renters and owners, including reduction in racial and income disparities in this metric
- Reduction in total number of homeless and unsheltered residents, including reduction in racial disparities in this metric
- Reduction in, or slowing of, displacement

¹ Count of conversions should not include already-income-restricted units that are protected from expiring

² This division of construction and protection is consistent with the 2016

Measures of Success

The measures below will help gauge the effectiveness of the Downtown Specific Plan at achieving its intended outcomes for Goal 03.

- Reduction in pedestrian and bicycle severe injuries and fatalities due to auto collisions, especially for people of color (who are disproportionately impacted now)
- Increase in walking and bicycling mode share for residents and employees
- Modern curb ramps are installed at all sidewalk intersections and accessible pedestrian signals (APS) at all intersections identified in the Project List (Appendix)
- Cost of roundtrip transit fare between downtown and Oakland neighborhoods/availability of low income fare reduction
- Transit service levels (frequency of service) increase between low-income areas of Oakland and downtown
- ADA-accessible on-street parking (blue zones) and passenger loading zones available, affordable and close to destinations

Measures of Success

The measures below will help gauge the effectiveness of the Downtown Specific Plan at achieving its intended outcomes for Goal 04.

- Number (and percentage) of long-time Black residents downtown does not drop below a baseline (to be determined)
- Number (and percentage) of long-time Asian residents downtown does not drop below a baseline (to be determined)
- Number (and percentage) of long-time Latinx residents downtown does not drop below a baseline (to be determined)
- Share of arts- and culture-related businesses remains the same or grows compared to a baseline (to be determined)
- Share of space for cultural institutions remains the same or grows compared to a baseline (to be determined)
- Increase in the number and type of public art works and installations

Measures of Success

The measures below will help gauge the effectiveness of the Downtown Specific Plan at achieving its intended outcomes for Goal 05.

- Increase in number of high-quality public recreational and community-gathering spaces located in downtown
- Increase in publicly-accessible waterfront area
- Increase in tree canopy coverage
- Reduction in crime rate downtown
- Reduction in downtown asthma rates and in racial disparities in asthma rates
- Achieve a 56% reduction in greenhouse gas (GHG) emissions with respect to GHG sources by 2030
- Establish zero-carbon mobility network to accommodate 100% of transportation needs by 2050
- Eliminate all fossil fuel use in downtown by 2050

Measures of Success

The measures below will help gauge the effectiveness of the Downtown Specific Plan at achieving its intended outcomes for Goal 06.

- Capital improvement dollars spent in disinvested areas
- Number of designated historic buildings in active use
- Number of housing units built (see Chapter 2)
- Square footage of office space developed
- Square footage of retail/arts space created
- Amount of community benefits realized

Economic Opportunity

Central Idea: Make downtown a racially and economically diverse regional employment center by identifying office priority sites, targeting training for living wage jobs to fill those spaces, and by investing in small businesses and businesses owned by people of color.

Figure VG-2: Street scene in Lake Merritt Office District



Go to [page 106](#) to see the before and after transformation

Big Challenges:

- Low revenues to fund City services
- Huge wealth disparities
- Regional imbalance of jobs & housing leading to transit overload and inadequate opportunity for residents

Key City Investments & Policies:

- Capitalize on geographic and transit assets by identifying office priority sites and promoting density at downtown's regional transit hubs
- Activate ground floor retail and commercial spaces by developing a City program to master lease vacant retail and commercial spaces, and sub-lease them to small local retailers, artists and artisans
- Expand initiatives and partnerships with the tech sector, and other sectors targeted for expansion, to increase equitable business development and employment opportunities
- Expand existing and develop new local hire and training programs

THE SPECIFIC PLAN UNLOCKS UP TO: +17.2 M Sq. Ft. of New Commercial Space
+184.3 K Sq. Ft. of New Industrial Space



Go to [Chapter 1](#) to see more

...if built, that generates:
+\$15 Million in Impact Fees for Affordable Housing and Roughly 55 Thousand Jobs

OFFICE PRIORITY AREAS

ECONOMIC OPPORTUNITY

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ECONOMIC OPPORTUNITY

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OPPORTUNITIES FOR ECONOMIC GROWTH



OPPORTUNITIES FOR ECONOMIC GROWTH



Housing & Affordability

Central Idea: Maintain downtown as a mixed-income residential area by creating 4,350 to 7,250 new affordable units

Figure VG-3: Potential new development near Estuary Park



Go to **page 134** to see the before and after transformation

Big Challenges

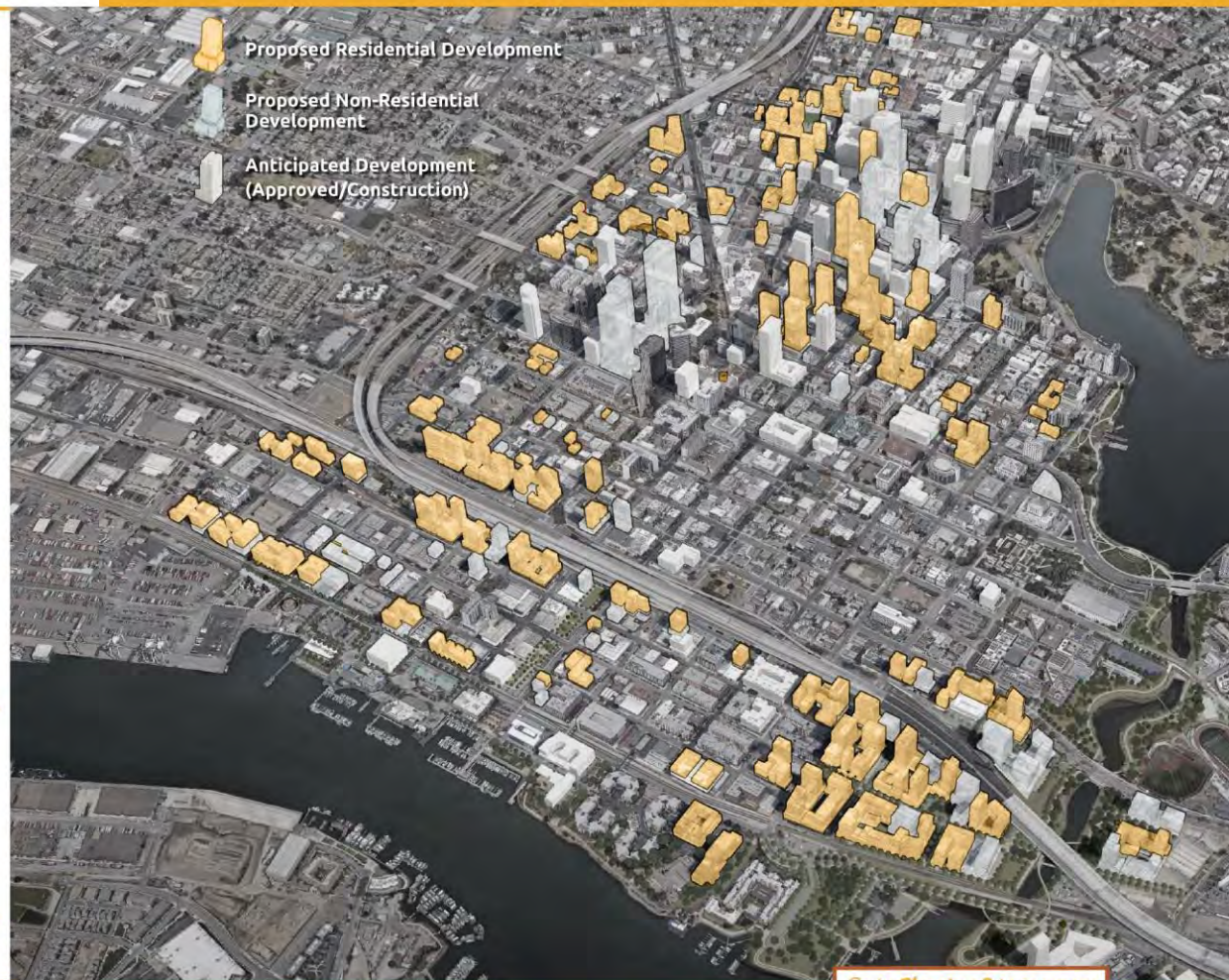
- Insufficient affordable housing and funding to subsidize it
- High housing cost burden
- Highest displacement and cost burden among African Americans and other groups historically impacted by disparities in life outcomes
- Increasing share of homeless residents with the highest increase among African Americans

Key City Investments & Policies:

- Prioritize a portion of citywide housing funds generated by downtown for downtown projects by adapting scoring criteria and/or increasing impact fees
- Study the establishment of an inclusionary housing requirement for downtown that would replace affordable housing impact fees
- Establish a program to incentivize community-desired benefits in exchange for increased development potential
- Encourage large units for families and accessible units for older adults and people with disabilities

THE SPECIFIC PLAN

UNLOCKS UP TO: +29,077 New Residential Units Downtown



Go to **Chapter 2** to see more

...if built, that generates:
+\$639.7 Million in Impact Fees for new Affordable Housing

HOUSING & AFFORDABILITY

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ENSURE SUFFICIENT HOUSING IS BUILT



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ENSURE SUFFICIENT HOUSING IS BUILT

Mobility & Accessibility

Central Idea: Connect people across Oakland to downtown and unify downtown by expanding high-quality transit, bicycle facilities, pedestrian access and amenities for an active street life.

Figure VG-4: Broadway & 14th Street



Go to [page 172](#) to see the before and after transformation

Big Challenges:

- Infrequent, undependable and circuitous transit access creates barriers for those already most vulnerable
- Pedestrian accidents
- Freeways on the west and south edges of downtown create barriers

Key City Investments & Policies:

- Streetscape investment, including curb ramps, high visibility crosswalks, landscaping and public space improvements
- Investment in dedicated transit lanes
- Investment in downtown's bicycle network to expand the number of high quality facilities and increase the overall number of connected and continuous routes throughout

EXTENSIVE NETWORK OF MULTIMODAL STREETS



Go to [Chapter 3](#) to see more

MOBILITY & ACCESSIBILITY

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COMFORTABLE, SAFE AND INVITING STREETS



COMFORTABLE, SAFE AND INVITING STREETS



IMPROVE UNDERPASS CROSSINGS



IMPROVE UNDERPASS CROSSINGS



Culture Keeping

Central Idea: Leverage and protect Oakland's diverse cultures as an engine for artistic innovation and economic growth by establishing and implementing cultural districts downtown with support for cultural institutions and businesses.

Figure VG-5: The BAMBD District on 14th Street



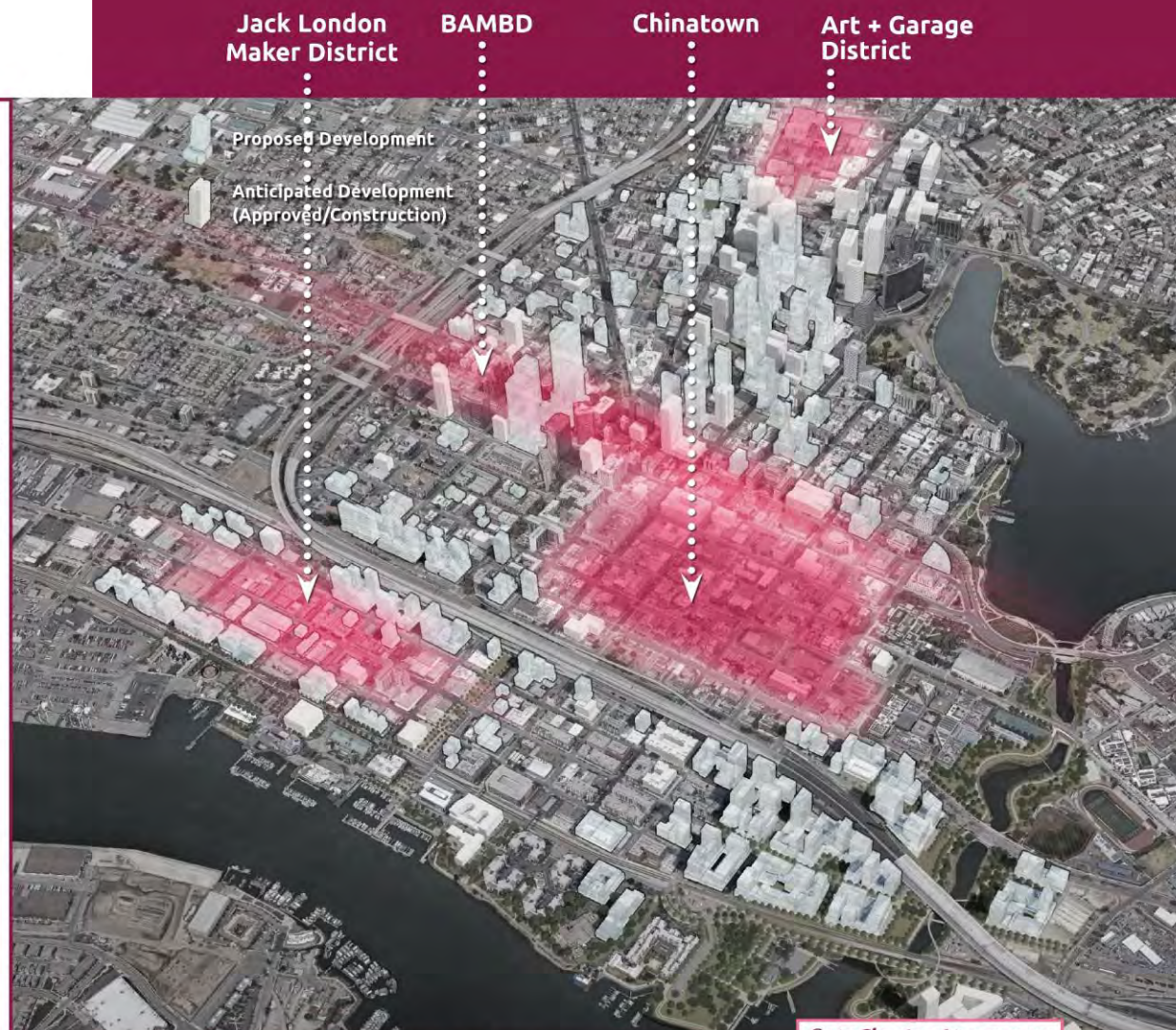
Go to **page 204** to see the before and after transformation

Big Challenges:

- Declining shares of African American and Asian residents
- Unaffordable art/artisan small-scale manufacturing space and lack of art space
- Displacement of ethnic and cultural businesses

Key City Investments & Policies:

- Provide affordable space for entrepreneurs, small local retailers, artists and artisans by developing a City-run master lease program
- Dedicated ground floor space for cultural, arts, and maker uses in new developments located in cultural districts
- Construct coordinated streetscape and public space improvements that help identify and enhance arts and culture districts



Go to **Chapter 4** to see more

CULTURAL DISTRICTS

With special zoning and land use regulations to preserve arts & culture.

CULTURE KEEPING

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DIVERSE VOICES AND FORMS OF EXPRESSION FLOURISH



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SUPPORT CULTURAL DISTRICTS



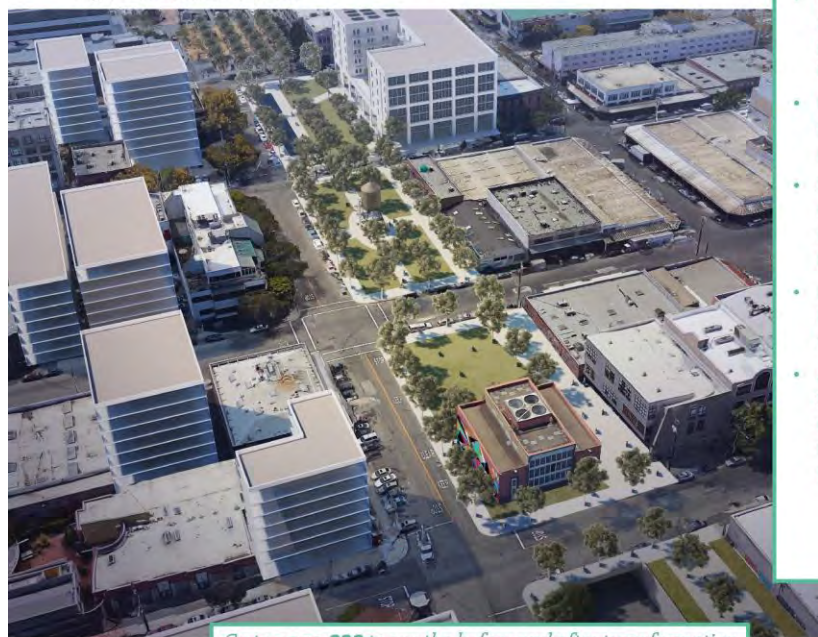
SUPPORT CULTURAL DISTRICTS



Community Health

Central Idea: Enhance quality of life and health for all Oaklanders by improving and expanding public spaces, implementing urban greening projects, reducing private vehicle trips, and shifting to renewable energy sources.

Figure VG-6: Webster Green



Go to [page 232](#) to see the before and after transformation

Big Challenges:

- High asthma rate, particularly for African Americans and others living along high-traffic corridors
- Sea level rise and other environmental stressors
- Small businesses unable to thrive due to limited foot traffic, fear of crime

Key City Investments & Policies:

- Create a safe and healthy public realm through street, parks, and open space improvements
- Draft and adopt design guidelines for streets and public spaces
- Support clean transportation modes to reduce greenhouse gas (GHG) emissions
- Eliminate fossil fuels from buildings systems and vehicles
- Apply concepts from CURB Strategy, Sustainable Oakland, Sea Level Rise Road Map and others for a more resilient downtown



COMMUNITY HEALTH

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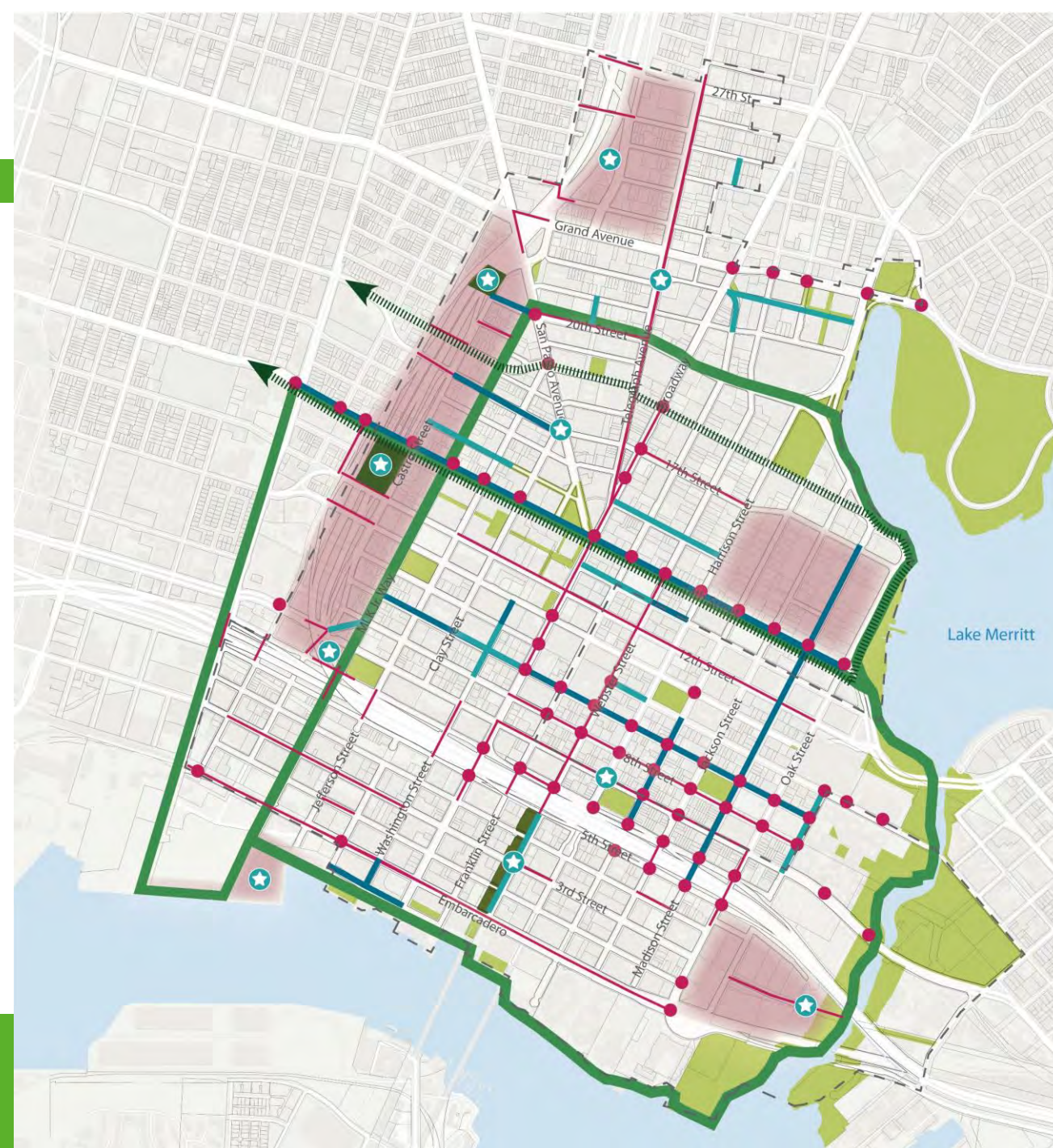
PROVIDE VIBRANT PUBLIC SPACES



PROVIDE VIBRANT PUBLIC SPACES



A HEALTHY, ACTIVE PUBLIC REALM



Land Use & Urban Form

Central Idea: Foster new development that serves Oaklanders and addresses housing and employment demand by preserving historic and cultural assets, updating land development regulations, and providing increased building intensity in exchange for pre-defined community benefits.

Figure VG-7: Aerial view of potential new downtown development

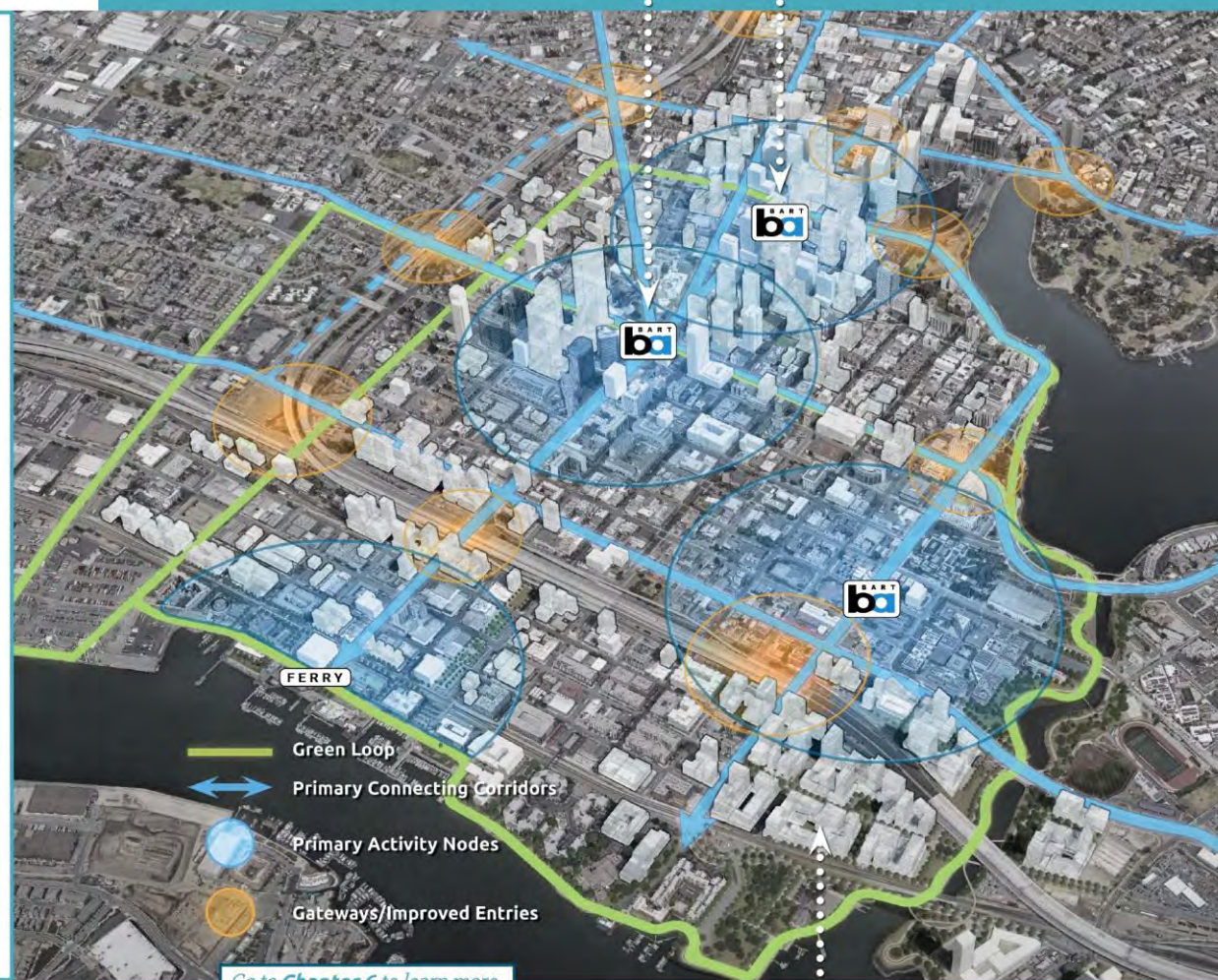


Big Challenges:

- Limited number of prime sites for office development
- Disconnected commercial and residential activity centers
- Varying condition of parks and streetscapes
- Shortage of public restrooms

Key City Investments & Policies:

- Develop and invest in a coordinated system of streetscape improvements to link commercial and residential activity centers with the waterfront via the "Green Loop"
- Revise land use & zoning regulations to reflect plan goals and target new density near transit
- Designate "Office Priority Sites"
- Designate arts/culture districts
- Create a streamlined development incentive program to provide increased building intensity in exchange for pre-defined community benefits



Greatest intensity in the core, near BART

FERRY

Green Loop

Primary Connecting Corridors

Primary Activity Nodes

Gateways/Improved Entries

Go to **Chapter 6** to learn more

Opportunity sites near Victory Court

LAND USE & URBAN FORM

Big Challenges:

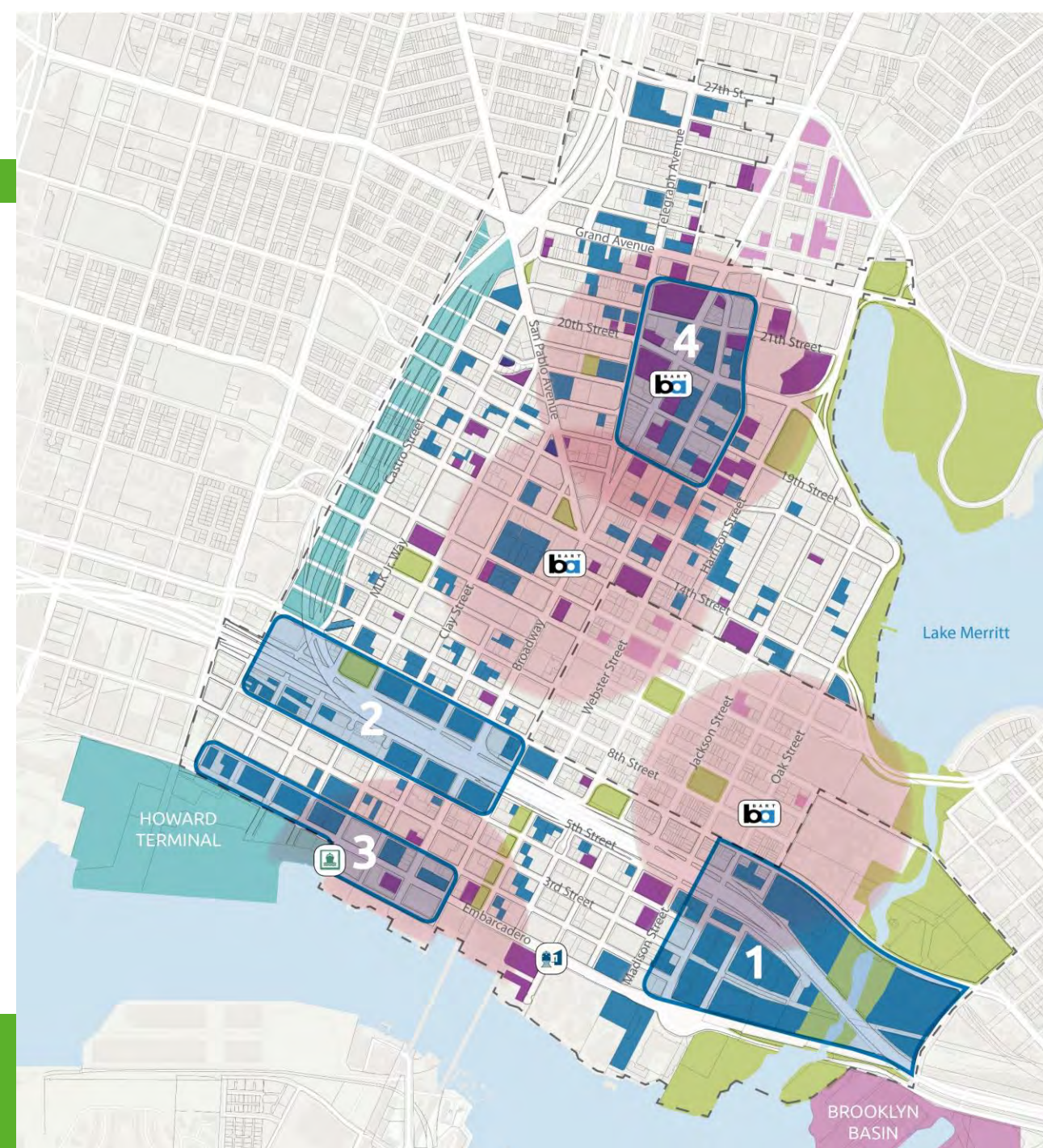
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- Create a streamlined development incentive program to provide increased building intensity in exchange for pre-defined community benefits

OPPORTUNITIES FOR TRANSFORMATIONAL CHANGE



PROPOSED GENERAL PLAN AMENDMENTS

ID	Existing	Proposed
1	LUTE Urban Residential	LUTE Community Commercial
2	LUTE Urban Residential	LUTE Central Business District
3	LUTE Community Commercial	LUTE Central Business District
4	LUTE Mixed Housing Type Residential	LUTE Central Business District
5	LUTE Urban Residential	LUTE Central Business District
6	LUTE Community Commercial	LUTE Central Business District
7	LUTE Business Mix	EPP Mixed Use District
8	EPP Light Industry 1	EPP Mixed Use District
9	EPP Off-Price Retail District	EPP Mixed Use District
10	EPP Retail Dining Entertainment 2	LUTE Central Business District
11	EPP Retail Dining Entertainment 2	EPP Produce Market
12	EPP Retail Dining Entertainment 2	EPP Produce Market
13	EPP Mixed Use District	EPP Produce Market
14	EPP Mixed Use District	EPP Produce Market
15	EPP Waterfront Commercial Recreation 1	EPP Mixed Use District
16	EPP Waterfront Commercial Recreation 1	EPP Mixed Use District
17	EPP Retail Dining Entertainment 1	EPP Mixed Use District
18	EPP Retail Dining Entertainment 1	EPP Retail Dining Entertainment 2
19	EPP Off-Price Retail District	EPP Retail Dining Entertainment 2
20	EPP Off-Price Retail District	EPP Light Industry 1
21	LUTE Business Mix	EPP Light Industry 1
22	EPP Off-Price Retail District	EPP Mixed Use District
23	EPP Light Industry 1	EPP Mixed Use District
24	LUTE Business Mix	EPP Mixed Use District
25	[blank]	LUTE Central Business District
26	LUTE Urban Park and Open Space	LUTE Central Business District
27	EPP Parks	EPP Mixed Use District

Existing General Plan Land Uses:

- Urban Residential
- Community Commercial
- Central Business District
- Business Mix
- General Industry & Transportation
- Institutional
- Urban Park and Open Space
- EPP Mixed Use District
- EPP Parks
- EPP Planned Waterfront Development 1
- EPP Produce Market
- EPP Retail Dining Entertainment 1
- EPP Retail Dining Entertainment 2
- EPP Waterfront Commercial Recreation 1
- EPP Waterfront Mixed Use
- EPP Waterfront Warehouse District
- EPP Light Industry 1

- Areas of Change
- Downtown Plan Boundary



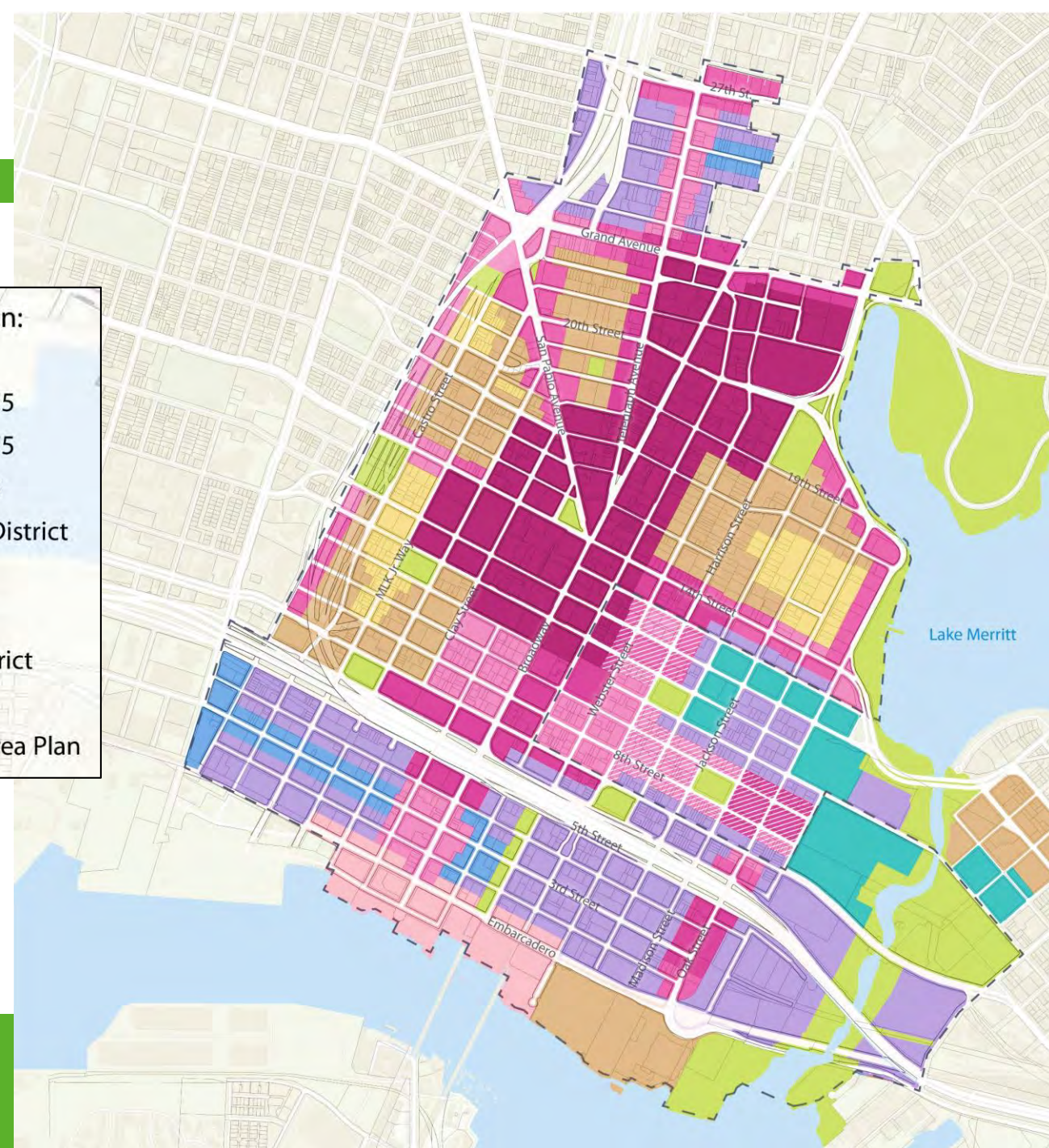
FUTURE LAND USE CHARACTER

Downtown Specific Plan:

- Mixed-Use, Downtown Core
- Mixed-Use, Pedestrian Corridor - III (highest intensity)
- Mixed-Use, Pedestrian Corridor - II (medium intensity)
- Mixed-Use, Pedestrian Corridor - I (lowest intensity)
- Mixed-Use, Waterfront/Entertainment
- Mixed-Use, Urban Residential
- Mixed-Use, Flex
- Flex Industry
- Institutional
- Mixed Residential
- Open Space

Lake Merritt Station Area Plan:

- Commercial District
- Pedestrian District - 275
- Pedestrian District - 175
- Pedestrian District - 85
- Pedestrian Transition District
- Flex District
- Institutional District
- Urban Residential District
- Open Space District
- Lake Merritt Station Area Plan



IDEAS FOR DEVELOPMENT INCENTIVE PROGRAM

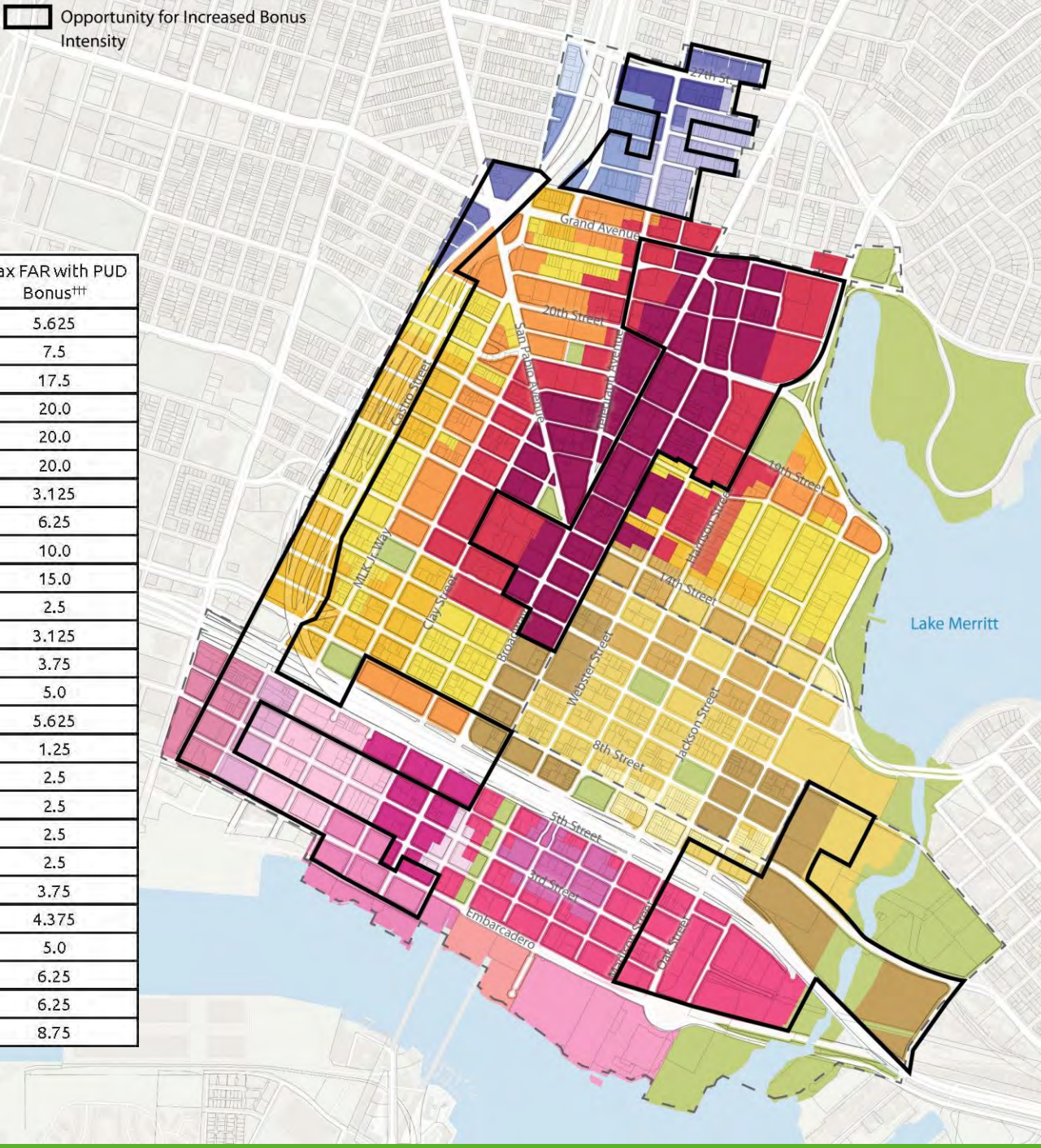
**Table LU-3:
Existing Intensity Regulations**

Existing downtown zoning districts include Central Business District (CBD), Lake Merritt Station Area Districts (LM) and Community Commercial (CC) areas

General Plan intensity regulations are referenced for Jack London as these have been the controlling factors most often applied for new development in this area

	Intensity Area	Height Maximum	Density	FAR [†]	Max Density with State Bonus ^{††}	Max FAR with PUD Bonus ^{†††}
	CBD - 1	55'	300 SF	4.5	222.2 SF	5.625
	CBD - 2	85'	200 SF	6.0	148.1 SF	7.5
	CBD - 4	275'	90 SF	14.0	66.7 SF	17.5
	CBD - 5	400'	90 SF	17.0	66.7 SF	20.0
	CBD - 6	No Limit	90 SF	20.0	66.7 SF	20.0
	CBD - 7	No Limit	90 SF	20.0	66.7 SF	20.0
	LM - 45	45'	450 SF	2.5	333.3 SF	3.125
	LM - 85	85'	225 SF	5.0	166.7 SF	6.25
	LM - 175	175'	110 SF	8.0	81.5 SF	10.0
	LM - 275	275'	110 SF	12.0	81.5 SF	15.0
	CC - 35	35'	550 SF	2.0	407.4 SF	2.5
	CC - 45	45'	450 SF	2.5	333.3 SF	3.125
	CC - 60	60'	375 SF	3.0	277.8 SF	3.75
	CC - 75	75'	275 SF	4.0	203.7 SF	5.0
	CC - 90	90'	225 SF	4.5	166.7 SF	5.625
	PM	No Limit	NA	1.0	NA	1.25
	Industrial	No Limit	NA	2.0	NA	2.5
	OPR	No Limit	871 SF [*]	2.0	645.2 SF	2.5
	LI-1	No Limit	871 SF [*]	2.0	645.2 SF	2.5
	WMU	No Limit	653 SF [*]	2.0	483.7 SF	2.5
	WCR-1	No Limit	NA	3.0	NA	3.75
	RD&E-1	No Limit	NA	3.5	NA	4.375
	Business Mix	No Limit	NA	4.0	NA	5.0
	WWD	No Limit	261 SF [*]	5.0	193.3 SF	6.25
	MUD	No Limit	209 SF [*]	5.0	154.8 SF	6.25
	RD&E-2	No Limit	209 SF [*]	7.0	154.8 SF	8.75

 Opportunity for Increased Bonus Intensity



IDEAS FOR DEVELOPMENT INCENTIVE PROGRAM

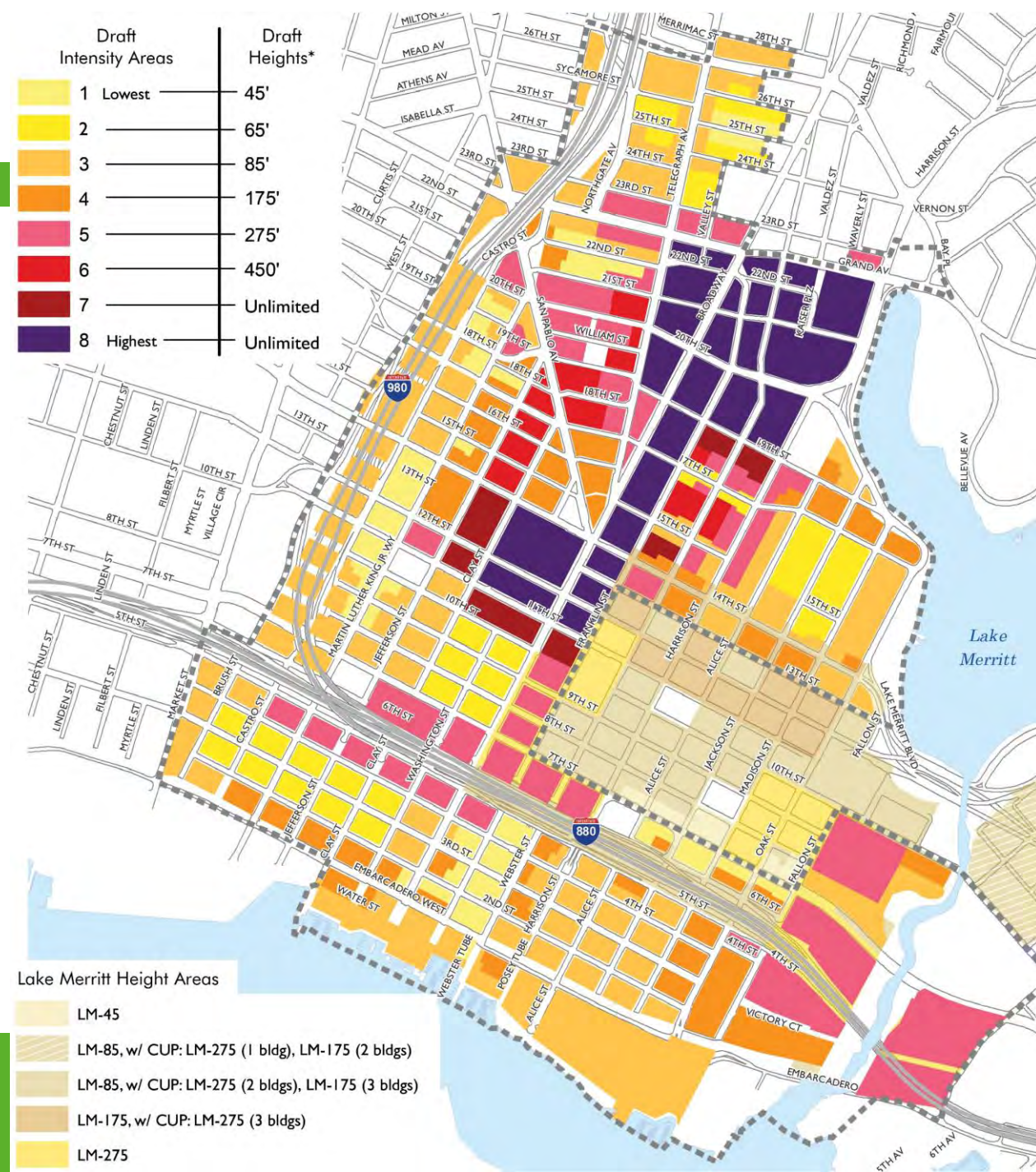
LU-1.3: Create and adopt a streamlined development incentive program for downtown that works seamlessly with updated zoning regulations and addresses the community’s most pressing needs

Neighborhood	Draft Options for Priority Benefits
KONO	<ul style="list-style-type: none">Affordable Arts & PDR SpaceParks & Open Spaces
Uptown	<ul style="list-style-type: none">Affordable Commercial (including community-serving nonprofit) / Neighborhood Retail)
Lake Merritt Office	<ul style="list-style-type: none">Parks & Open Space
Lakeside	<ul style="list-style-type: none">Parks & Open Spaces
Central Core (Including BAMBD)	<ul style="list-style-type: none">Affordable Commercial / Neighborhood RetailAffordable Arts & PDR Space
West of San Pablo	<ul style="list-style-type: none">Parks & Open Space
Old Oakland	<ul style="list-style-type: none">Affordable Commercial / Neighborhood Retail
Jack London:	<ul style="list-style-type: none">Affordable Arts & PDR SpaceParks & Open Space*
* Larger developments, including potential projects in Victory Court, will likely need to provide a greater array of community benefits, in particular public open space.	

Although affordable housing is clearly a critical community benefit, this incentive program is intended to address community desired benefits over and above affordable housing. To address affordable housing, the City has an existing density bonus incentive program and affordable housing impact fee, and the Preliminary Draft Plan also proposes several affordable housing-related policies as part of Outcome H-1 (page 137).

INTENSITY MAP

- The purpose of this map is to show the proposed levels of allowed height in relation to each other, from high to low. Areas showing an increased allowed height would only be allowed as a bonus as part of the proposed Incentive Program.



POTENTIAL FUTURE DEVELOPMENT





THANK YOU!

send input to

plandowntownoakland@oaklandca.gov